



SCANDINAVIAN ACADEMY
For Training and Development



Course: Impact Through Influence

Code	City	Hotel	Start	End	Price	Language - Hours
826	Casablanca (Morocco)	Hotel Meeting Room	2025-09-07	2025-09-11	3450 €	En - 25

Introduction

Being a strong and effective leader requires clear insight into your own approach to persuasion, negotiation, and communication. This program will empower you to investigate your own influencing style and cultivate the confidence to use your strengths to maximize your impact at work.

General Objective

To enable participants to explore and enhance their influencing style, develop confidence in their ability to impact others, and learn strategies to build trusting and effective working relationships in various organizational contexts.

Specific Objectives

- Gain insight into personal influencing approaches and their effectiveness.
- Develop confidence to influence stakeholders at different levels within and outside the organization.
- Adapt influencing styles to different individuals and contexts for maximum impact.
- Use new skills and principles to build effective working relationships based on mutual trust.
- Practice key skills and strategies necessary for persuasion and negotiation.

Target Audience



This program is designed for individuals who want to unlock their potential by learning how to maximize their impact on other people and situations. It is particularly suitable for:

- Managers and leaders with experience in team management.
- Professionals looking to hone their sales and negotiation skills.
- Individuals aiming to improve their ability to influence internal and external stakeholders.

What Participants Will Learn

- Insight into their own influencing approach and an understanding of how to use it effectively.
- Confidence to influence stakeholders at various levels inside and outside their organization.
- Adaptation of influencing styles to different individuals and contexts.
- New skills and principles to build effective working relationships based on mutual trust.
- Practical application of skills learned through immersive simulations and exercises.

Course Outline

Day 1: Exploring Personal Influencing Style

- Introduction to the importance of influence and leadership
- Analyzing personal influencing style
- Strategies for building trusting working relationships
- Real-life case studies
- Reflection on personal experiences and feedback
- Self-assessment and goal setting

Day 2: Developing Influencing and Communication Skills



- Effective communication skills
- Negotiation techniques
- Role-playing exercises to practice communication and negotiation
- Peer review and constructive feedback
- Building communication plans

Day 3: Influencing Internal and External Stakeholders

- Influencing within the organization
- Strategies for external stakeholder influence
- Practical exercises with peers and actors
- Debriefing and sharing best practices
- Stakeholder mapping and analysis

Day 4: Building Effective Relationships

- Principles of building relationships based on mutual trust
- Collaborative problem-solving
- Team-building activities
- Analysis of successful relationship-building examples
- Creating relationship-building action plans

Day 5: Applying Skills in Real-World Scenarios

- Adapting influencing styles to different contexts
- Immersive simulation exercises
- Reflection and feedback
- Developing a personal action plan for implementation



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.